

SELECTEDADVISOR.COM

Advisor Code of Conduct

Introduction

This is your opportunity to reach customers directly – use it wisely.

SelectedAdvisor.com has been created to allow consumers to find and connect with automotive professionals they wish to deal with, whether in sales or aftersales, from both main dealer and independent businesses.

Your profile is your shop window.

Upload as much information as is necessary for a customer to want to reach out using the contact form. Give as much detail as possible about **YOU**. Simply stating where you work and how long you have worked there is not enough.

The advisors who achieve the best results on SelectedAdvisor.com are those who:

- Maintain their profile regularly.
- Keep their information accurate and up to date.
- Upload professional photographs.
- Create introductory videos.
- Share relevant industry updates and achievements.
- Demonstrate expertise and professionalism.
- Respond promptly to enquiries.
- View the platform as an opportunity to stand out from a sea of other automotive professionals.

Customers choose people they trust. Your profile should reflect the professional standards you wish to be known for.

SelectedAdvisor.com is designed to help customers find the right person to deal with. The more effort you invest in your profile, the more value you are likely to receive from the platform.

Purpose of the Platform

SelectedAdvisor.com is an introductory platform only.

The platform has been created to enable consumers to identify and connect with automotive professionals before contacting a dealership, service centre, independent retailer, workshop, or automotive business.

SelectedAdvisor.com does not:

- Sell vehicles.
- Negotiate transactions.
- Arrange finance.
- Provide regulated financial advice.
- Facilitate contractual agreements between customers and businesses.
- Replace dealership or business processes.
- Accept payments on behalf of users.
- Act as an intermediary in commercial transactions.

All transactions, quotations, orders, agreements, and contractual arrangements must take place through the advisor's employer or business using approved company processes.

Professional Conduct

All advisors must:

- Conduct themselves professionally at all times.
- Treat customers with courtesy, respect, and honesty.
- Provide accurate information to the best of their knowledge.
- Represent themselves and their employer professionally.
- Maintain high standards of communication.
- Ensure all profile content remains current and accurate.
- Act in a manner that reflects positively on the automotive industry.

Advisors must not:

- Use offensive, discriminatory, abusive, threatening, or inappropriate language.
 - Harass, pressure, or mislead customers.
 - Make false or exaggerated claims.
 - Misrepresent their qualifications, experience, employer, or expertise.
 - Use the platform to damage the reputation of competitors, dealerships, manufacturers, businesses, or individuals.
 - Engage in behaviour that may bring SelectedAdvisor.com into disrepute.
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Employer Responsibilities

Advisors are solely responsible for ensuring their participation on SelectedAdvisor.com does not breach:

- Employment contracts.
- Company policies.
- Confidentiality agreements.
- Restrictive covenants.
- Non-solicitation agreements.
- Any obligations owed to their employer.

SelectedAdvisor.com accepts no responsibility for disputes arising between advisors and their employers.

Finance and Regulatory Restrictions

SelectedAdvisor.com is not a regulated financial platform.

Under no circumstances may advisors:

- Discuss monthly payments.
- Discuss deposits.
- Discuss APRs.
- Discuss finance quotations.
- Discuss finance approvals.
- Discuss finance eligibility.
- Discuss regulated financial products.
- Provide financial advice.
- Negotiate finance arrangements.
- Promote or quote finance figures through the platform.
- Use platform messaging to discuss financial products.

Any discussion relating to vehicle finance, regulated financial products, insurance products, GAP insurance, service plans, warranties, or similar products must be conducted through approved business channels and in accordance with applicable regulations and employer procedures.

Any profile or user found discussing financial figures or regulated products through the platform may be suspended immediately.

Customer Enquiries and Dealership Processes

SelectedAdvisor.com is intended to introduce customers to automotive professionals.

Where an advisor is employed by a dealership, manufacturer, workshop, or automotive business, all subsequent transactions should be conducted in accordance with the employer's established processes, systems, compliance requirements, and regulatory obligations.

All customer enquiries received through SelectedAdvisor.com should be recorded and managed in accordance with the advisor's employer policies.

Where applicable:

- All enquiries should be logged within the dealership DMS and/or CRM system.
- Existing company processes should be followed at all times.
- Customer information should be handled in accordance with GDPR and applicable data protection legislation.
- Advisors should ensure management visibility where required by company policy.

SelectedAdvisor.com is not a CRM, DMS, customer database, or dealership management system.

Profile Content Standards

Profiles should be maintained to a professional standard.

SelectedAdvisor.com reserves the right to reject, edit, remove, suspend, or request amendments to content that is:

- Misleading.
- Inaccurate.
- Offensive.
- Poor quality.
- Unprofessional.
- In breach of this Code of Conduct.
- Potentially damaging to customers, businesses, or the platform.

Advisors are encouraged to use:

- Professional profile photographs.

- Introduction videos.
 - Detailed biographies.
 - Relevant achievements and qualifications.
 - Customer-focused content.
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Brand, Logo and Intellectual Property Usage

Advisors may only upload content they have permission to use.

Users are responsible for ensuring that any:

- Logos.
- Images.
- Videos.
- Trademarks.
- Marketing materials.
- Intellectual property.

uploaded to SelectedAdvisor.com do not infringe the rights of third parties.

SelectedAdvisor.com accepts no liability for intellectual property disputes arising from content uploaded by users.

Reviews, Testimonials and Endorsements

Advisors must not:

- Publish false reviews.
- Publish fabricated testimonials.
- Offer incentives in exchange for positive feedback.
- Misrepresent customer experiences.

Any attempt to manipulate ratings, reviews, testimonials, endorsements, or customer feedback may result in immediate suspension.

No Payment Requests

SelectedAdvisor.com is not a payment platform.

Advisors must not:

- Request payments through the platform.
- Collect deposits through the platform.
- Arrange transactions through platform messaging.
- Use SelectedAdvisor.com as a payment collection tool.

All payments and transactions must take place through approved business channels.

Profile Monitoring and Compliance

SelectedAdvisor.com actively monitors platform activity.

Users acknowledge and agree that:

- Profiles may be reviewed at any time.
- Messages may be logged and monitored for compliance purposes.
- Activity may be audited.
- Profile content may be reviewed without notice.
- Complaints may be investigated.
- Accounts may be restricted while investigations are ongoing.

This monitoring is undertaken to protect consumers, businesses, advisors, and the integrity of the platform.

Customer Complaints

SelectedAdvisor.com reserves the right to investigate complaints raised by:

- Customers.
- Businesses.
- Dealerships.
- Manufacturers.
- Regulatory bodies.
- Third parties.

During any investigation, SelectedAdvisor.com may temporarily suspend or restrict a profile pending review.

Response Expectations

Advisors are expected to respond to customer enquiries within a reasonable timeframe.

SelectedAdvisor.com reserves the right to reduce profile visibility, restrict features, or suspend accounts where there is a persistent failure to engage with customer enquiries.

Accuracy of Information

SelectedAdvisor.com acts solely as an introductory platform.

While advisors are expected to provide accurate information, SelectedAdvisor.com accepts no responsibility or liability for:

- Information provided by advisors.
- Advice given by advisors.
- Statements made by advisors.
- Errors, omissions, or inaccuracies in communications.
- Information subsequently found to be incorrect.
- Any decisions made by customers based on information provided by advisors.

Responsibility for information provided rests solely with the advisor and, where applicable, their employer.

Data Protection

Advisors must:

- Comply with all applicable data protection laws.
- Handle customer information responsibly.
- Never upload customer databases.
- Never transfer customer data from employer systems without lawful authority.
- Never use customer information for purposes for which consent has not been obtained.
- Respect customer privacy at all times.

Any breach of data protection obligations may result in immediate suspension or permanent removal.

International Compliance

Users are responsible for complying with all applicable laws, regulations, licensing requirements, employer obligations, and industry standards within the jurisdictions in which they operate.

This includes, but is not limited to:

- United Kingdom.
 - United Arab Emirates.
 - Saudi Arabia.
 - Egypt.
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Independent and Main Dealer Representation

SelectedAdvisor.com welcomes professionals from:

- Main dealer networks.
- Independent retailers.
- Independent workshops.
- Fleet businesses.
- Automotive specialists.

All users are expected to operate within the rules, standards, and legal obligations applicable to their business.

Suspension and Removal

SelectedAdvisor.com reserves the right to:

- Suspend profiles.
- Remove profiles.
- Restrict platform access.
- Refuse profile approval.
- Permanently ban users.

This may occur where a user:

- Breaches this Code of Conduct.
- Misuses the platform.

- Misrepresents themselves.
- Discusses prohibited financial information.
- Engages in inappropriate conduct.
- Creates regulatory, legal, or reputational risk.
- Receives repeated justified complaints.

All decisions regarding account access and platform participation remain at the sole discretion of SelectedAdvisor.com.

Refund Policy

Where a profile is suspended, removed, terminated, or restricted due to a breach of this Code of Conduct, no refund will be provided.

This applies to:

- Subscription fees.
- Profile fees.
- Promotional fees.
- Advertising fees.
- Any other associated charges.

Users are responsible for ensuring ongoing compliance with this Code of Conduct.

Acceptance

By creating, maintaining, accessing, or using a profile on SelectedAdvisor.com, you confirm that you have read, understood, and agree to comply with this Code of Conduct.

Failure to comply may result in suspension, permanent removal, and loss of access to platform services without refund.

SelectedAdvisor.com

Find the right person. Not just the right dealer.